Automotive News

January 19, 1987

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HIDDEN IMAGE

General Motors' new plastic-body all-purpose minivan (APV) scheduled to go into production in 1989

HOPEFUL: *GM Tarrytown workers approve pact in bid to win production of minivan*

By Louise Kertesz
AUTOMOTIVE NEWS STAFF REPORTER

UAW members at Local 664 in General Motors' North Tarrytown, N.Y., plant approved a streamlined labor agreement reducing job classifications from 700 to two within the production and non-production categories. The two classifications are team leader and team member.

The local union expects that the move will win GM's new plastic-body all-purpose minivan (APV) for Tarrytown.

The vote on the local agreement, which includes the team concept of production, was 2,407 to 589. The plant employs 4,000 workers. The vote was conducted last Wednesday.

Ray Calore, Local 664 president, said GM told the union that North Tarrytown would be in a good position to get the minivan if three elements were put in place.

Those elements were a structured quality improvement program, state funds for training and infrastructure development and a new labor agreement.

Calore said those requirements have largely been met. "We're expecting to learn any day now that we've been chosen to build the new minivan," he said.

A GM spokesman said that the new labor agreement "certainly enhances" Tarrytown's chances of getting the minivan. "We're still working feverishly with the state and local governments," he said, "but we have made significant progress."

GM is expected to make a decision soon on which plant will build the minivan, he said. The new front-drive APV is scheduled to go into production in 1989 and will be sold by Pontiac and Chevrolet. Plants in Pontiac, Mich., and Framingham, Mass., are also said to be under consideration for the vehicle.

Calore said that job classifications at North Tarrytown were reduced from about 700 to two within production and non-production functions. Non-production includes unskilled workers, material handlers and skilled tradesmen.

He said the two-classification framework allows the flexibility of adding other functions as needed — such as computer operators.

He said the team concept of production at North Tarrytown will "not be Japanese style." Calore explained that Japanese teams perform the work of a member who is absent, whereas relief men will be available for North Tarrytown teams.

Team members will have to become proficient at one other job besides their own within their team.

The team concept involves less supervision, and workers will be directly responsible for their jobs.

He said that getting the minivan would mean that the entire North Tarrytown workforce would undergo training for two-to-four-week sessions during a two-year period.

They would be trained to work with computers and robots, and welders and solderers would be trained to handle plastic and fiberglass, Calore said.

He said that about 150 GM employees from the Job Bank at the Massena, N.Y., foundry and the Linden, N.J., assembly plant would replace the North Tarrytown workers who were in school.

Ford may top GM in profits through 1988

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Ford Motor Co. will earn more than General Motors for an unprecedented three consecutive years, according to auto analysts.

Ford has not topped GM in earnings since 1924. For the past several months, however, analysts have predicted that Ford would earn more than GM in 1986.

What's more, analysts surveyed by Automotive News unanimously agreed that Ford would repeat that feat in 1987. Of the analysts who would speculate on 1988, all but one predicted that Ford would have higher earnings than GM again; the analyst who disagreed projected Ford and GM earnings would be within $200 million of each other.

The analysts say that the Big Three will report combined profits of $6.9 billion for 1986, down 15 percent from 1985's $8.1 billion. For the fourth quarter of 1986, they expect the Big Three to report combined earnings of $2.2 billion, down 32 percent from 1985's fourth-quarter total of $1.5 billion.

Ford will report earnings of $3.1 billion for 1986, while GM will report earnings of $2.6 billion, according to an average of analysts' forecasts. For Ford, that would be an increase of 24 percent over 1985 profits of $2.5 billion. For GM, it would be a drop of 35 percent from 1985's $4.0 billion. Chrysler is expected to report earnings of about $1.2 billion in 1986, down 25 percent from 1985's $1.6 billion.

EARNINGS PREDICTIONS

	GM	Ford	Chrysler
Fourth quarter			
1986 (millions)	$ 550	$868	$275
1985 (millions)	1,252	720	215
Full year			
1986 (billions)	$2.6	$3.1	$1.2
1985 (billions)	4.0	2.5	1.6
1987 (billions) ..	$2.3	$2.9	$1.2
1988 (billions) ..	$2.3	$2.7	$1.2

Source: Average of analysts' forecasts.

Chrysler and GM will announce year-end financial results Feb. 5. Ford and AMC will issue financial reports later in February.

Ford will post profits of $2.9 billion in 1987 and $2.7 billion in 1988, based on the average of analysts' forecasts. GM will report earnings of $2.3 billion for 1987 and 1988, while Chrysler earnings will be virtually flat for the next two years at $1.2 billion, according to the analysts.

While analysts unanimously agreed Ford would top GM in 1987 and most predicted the same pattern for 1988, there was a wide spread in forecasts for 1987 and

see PROFITS, page 4

GM trims output — is it enough?

By Kathy Barbaglia
AUTOMOTIVE NEWS STAFF REPORTER

General Motors has scaled back its first-quarter car production schedule, but analysts say it is not enough.

GM's first-quarter estimate has been cut by 35,000 units to 1,087,960. But GM's official production forecast does not yet include the cars that will be lost because of its planned cutback at the Leeds, Mo., plant. That will trim nearly 14,000 more cars from GM's first-quarter schedule.

GM will have trimmed nearly 49,000 cars from its previous schedule for the first quarter of 1987, and will build an estimated 1,074,072 cars in the quarter.

Its previous forecast for the period, issued in early December, called for GM to build 1,122,851 cars in the United States (Automotive News, Dec. 15).

But the cut may not be enough, analysts said.

"As usual, GM's eyes are bigger than its stomach," said Ronald Glantz, analyst for Montgomery Securities. For GM to bring its inventory down to a normal range, it will have to reduce its first-quarter schedule to about 960,000 cars, he said.

"GM cannot tolerate this share of total production," said Thomas O'Grady, Integrated Automotive Resources, Wayne, Pa. "We will have to see either incentives or some form of pushing sales."

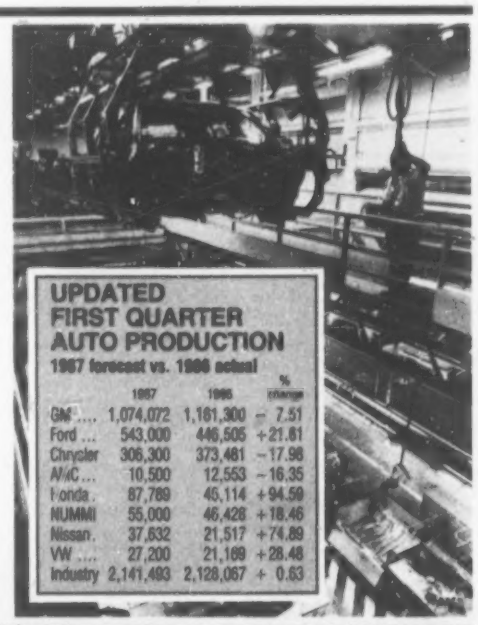
GM's estimated first-quarter schedule is 7.51 percent below its year-earlier build of 1,161,300.

GM opened the month with a 72-day supply of unsold cars. A 50-day supply is considered normal. GM's sales are expected to remain slow, and GM may have to rethink even its revised first-quarter forecast.

The company is expected to offer incentives soon, and is looking at price rollbacks on selected models, dealer cash incentives and equipment packages instead of low-interest-rate financing.

O'Grady said he hopes GM does not cut

see FORECAST, page 4



UPDATED FIRST QUARTER AUTO PRODUCTION
1987 forecast vs. 1986 actual

	1987	1986	% change
GM	1,074,072	1,161,300	– 7.51
Ford ...	543,000	446,505	+21.61
Chrysler	306,300	373,481	–17.98
AMC ...	10,500	12,553	–16.35
Honda .	87,789	45,114	+94.59
NUMMI	55,000	46,428	+18.46
Nissan .	37,532	21,517	+74.89
VW	27,200	21,189	+28.48
Industry	2,141,493	2,128,067	+ 0.63

Audi formalizes 5000 recall, issues loaners

By Dave Zola
AUTOMOTIVE NEWS STAFF REPORTER

TROY, Mich. — Audi of America bowed to pressure from NHTSA and agreed to a formal recall to address sudden acceleration problems in 250,000 1978-86 model 5000 cars.

In addition, the importer will supply its 410 U.S. dealers with 1,000 new 1987 5000-S models to use as loaners for customers who respond to the recall.

Although NHTSA is investigating cars of several other manufacturers for sudden acceleration, Audi has the highest rate of reported incidents. There have been 800 reports involving Audi 5000s, resulting in six deaths and 250 in-

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Levy plans U.S. trip to look at AMC — Page 2
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GM-Greyhound deal due in spring — Page 35

Studies clash on sales competence

By Geoff Sundstrom and Jesse Snyder
AUTOMOTIVE NEWS STAFF REPORTERS

New-car salespeople are adept at making customers feel at ease . . . or they are obnoxious louts who lose sales, depending on which of two new car-buyer attitude studies you believe.

The study that shows U.S. car buyers are comfortable in dealer showrooms was commissioned by the National Automobile Dealers Association and represents the first tangible results of the group's year-old, much-ballyhooed Project 2000.

The study that says objectionable sales personnel are costing auto dealers billions of dollars by driving customers to competing same-make dealers, is the work of J.D. Power and Associates, a California research and consulting firm.

The favorable information on consumer attitudes toward franchised car dealers is contained in a study by Detroit-based Market Opinion Research.

Complete results of the survey will be made public at this year's NADA convention in Las Vegas, Nev., Jan. 31-Feb. 3.

The survey of 1,106 individuals who bought a new vehicle within the last five years shows that "80 percent of the people were happy with the buying experience," according NADA President James Woulfe.

NADA supplied Automotive News with highlights of the survey showing:

- More than half of all buyers are satisfied with the way they were treated by the sales staff.
- Women were more satisfied than men with their buying experience.
- Durability, reliability, warranty and service were the primary factors in the decision to buy a particular model car.
- Dealer reputation was very important.
- Price was a very important factor.
- Location of the dealership was important.
- Test driving the car was considered a very important service offered by the dealer.
- Television and magazine advertisements were the media that caught the buyer's attention first.
- Salesmen and dealers were the most informative sources, along with manufacturers' brochures.
- Previous experience with the dealer was not considered important.

Woulfe said the survey was undertaken as the first step of Project 2000 "to find out what our customers really thought of us" without "using the material and the charts the manufacturers give us."

He said those who were surveyed "were actually people who were in on the transaction in the dealership showroom when the car was purchased."

Woulfe said the survey gave the association "somewhat a different picture from what we thought we were going to get; different from what we have been told by manufacturers and other poll takers who always kind of infer that people don't like to go to car dealerships or that people say it was a bad time of their life and they didn't enjoy themselves."

According to California-based Power, however, there are a number of people who do not enjoy certain aspects of the car-buying process

see SURVEYS, page 51

Percentage of 1983 Buyers Who Walked Because of Sales Personnel

Lincoln	3.3
Mercury	7.1
Alfa Romeo	8.3
Dodge	9.1
Mitsubishi	9.1
Ford	9.4
Jaguar	10.3
AMC/Renault	10.1
Isuzu	10.1
Audi	10.2
Plymouth	10.8
Cadillac	11.2
Chevrolet	11.2
Oldsmobile	11.2
Buick	11.7
Mercedes-Benz	11.8
Pontiac	11.8
Saab	13.4
Chrysler	13.5
Peugeot	13.6
Subaru	13.7
Nissan	13.7
Volvo	14.4
Volkswagen	15.6
Merkur	15.8
Mazda	16.7
BMW	16.9
Toyota	17.0
Porsche	17.6
Honda	18.7

Source: J.D. Power and Associates

First Allante rolls off line at $54,700

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — The first Cadillac Allantes rolled out of the assembly plant last week on their way to dealer showrooms, carrying price-tags of $54,700.

Cadillac General Manager John O. Grettenberger said the $54,700 sticker should "send a signal that the car took a lot of resources, technology and dedication to produce."

The only option available on the Allante is a cellular telephone, the price for which has not been established.

Grettenberger said the Allante price is in keeping with the car's primary competition, from Jaguar, BMW, Porsche and Mercedes-Benz. In addition, he noted that the Allante has no gas-guzzler penalty whereas its competitors do.

The Allante is priced just below its head-to-head competitor, the Mercedes 560-SL coupe-roadster, which is tagged at $55,300 and has a $1,500 gas-guzzler penalty, according to Cadillac's price comparisons.

Grettenberger said the ultra-luxury two-seater will be covered by an Allante Assurance Plan, which he said goes beyond a standard warranty, though he revealed few details.

The plan will not be limited to material and workmanship defects and will cover a longer period and higher mileage than any other GM warranty, Grettenberger said.

GLENN TRIEST

Cadillac General Manager Grettenberger and the division's new product

Details of the warranty will be announced when cars arrive in dealer showrooms in the coming weeks.

Peter Levin, Cadillac merchandising director, said initial advertising will be in regional publications where the car is launched.

The first batch of Allantes left the Detroit-Hamtramck plant last Thursday bound for Los Angeles, Miami, Dallas, New York and Chicago for sale beginning in early February.

A month later, the Allante will be introduced in New York and Detroit. And the following month, it will debut in San Francisco, Boston, Philadelphia, Houston, Washington and Atlanta. It then goes nationwide.

National television advertising kicks off March 30 with spots during the NCAA basketball final and the Academy Awards broadcast. One of the two 30-second TV spots focuses on the "energy" of the car in motion, Levin said. The second emphasizes interior and luxury.

National advertising will go in upscale magazines including Architectural Digest, Connoisseur, European Travel & Life, Town & Country and W.

Direct mail will be regional and will include videos sent to potential Allante buyers.

Cadillac plans to sell 4,000 through the rest of the 1987 model year and 7,000 in its first full year of production.

Buyers are expected to be between 35 and 55 years of age and have a median household income of at least $100,000 a year. They likely already own two luxury cars. Cadillac expects the Allante to appeal to men and women equally, and the division predicts it will draw buyers of other makes, not just traditional Cadillac buyers.

The Detroit-Hamtramck plant is producing about 10 cars per day and is scheduled to reach full production of 36 per day by April. The Allante bodies are built by Pininfarina in Italy and air-freighted to the plant for final assembly.

K-car America?

Lower-priced Aries/Reliant due soon if Omni/Horizon talks with AMC fail

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

Chrysler Motors is prepared to launch a $6,995 America version of the Plymouth Reliant and Dodge Aries if negotiations with American Motors to build the Omni and Horizon fail.

Dealer sources said the car would be introduced before March 31 if the plan becomes a reality.

Introduction of the America K-cars has been placed on hold during negotiations to move production of the Omni America and Horizon America to AMC's Kenosha, Wis., plant.

The company is not expected to bring out the Aries and Reliant America models if the AMC negotiations are successful because Chrysler wants only one America model on the market.

The America program relies on a reduced sticker price that is achieved through streamlined manufacturing techniques and standardized equipment packages.

The 1987 Aries and Reliant four-door sedans are priced at $7,879. Each carries a 3.9 annual percentage rate finance incentive until Jan. 20. The $6,995 America would be a four-door in the Aries and Reliant program, as it is for Omni and Horizon America.

Chrysler has said it must decide by Jan. 30 whether to scrap the strong-selling subcompacts or build them at the AMC plant. If finalized, the Chrysler/AMC contract would continue production of the Omni and Horizon for five years at a rate of 150,000 to 200,000 units annually, according to AMC President Joseph Cappy.

Production of the Omni and Horizon subcompacts is scheduled to end in early March at Chrysler's Belvidere, Ill., assembly plant. The plant is scheduled for an $800 million conversion to produce Chrysler's next generation of large, luxury front-wheel-drive cars.

Chrysler turned to AMC for possible subcompact production after reaching an unprecedented manufacturing agreement with AMC on large cars last year. AMC will assemble the Chrysler Fifth Avenue, Dodge Diplomat and Plymouth Gran Fury at the Kenosha plant beginning in late February.

Chrysler introduced the Omni and Horizon America last May, calling the models a test of the company's ability to produce a domestic subcompact profitably. The 1987 Omni and Horizon America are priced at $5,799.

Sales of the subcompacts increased from 155,973 in 1985 to 208,726 in 1986, prompting Chrysler to seek an alternate production site.

The America's share of the subcompact segment increased 3.2 percentage points, from 5.3 percent to 8.5 percent from May through December, according to Chrysler.

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Suzuki succeeds Itagaki, American Isuzu's first chief

By Jesse Snyder
AUTOMOTIVE NEWS STAFF REPORTER

WHITTIER, Calif. — Masashi Suzuki was named president of American Isuzu Motors, replacing Yukio Itagaki, the importer's only previous leader.

Itagaki is returning to Japan as president of Diesel Kiki, the largest supplier for Isuzu Motors Ltd., and a company in which Isuzu holds majority interests.

Itagaki became American Isuzu's founding president in 1980 and has seen the fledgling importer grow to a national brand.

Suzuki's engineering background and previous position as director and general manager of Isuzu's Fujisawa plant will be helpful as a Fuji Heavy Industries-Isuzu Motors joint venture plant is constructed in Indiana.

Suzuki Seki

While American Isuzu has no direct control over the plant, Suzuki's manufacturing experience will help smooth the start of production, said Jack Reilly, senior vice president of American Isuzu.

Suzuki is considered a rising young star at Isuzu, company insiders said.

Several other changes were announced at the same time.

Takesi Yoshizawa, American Isuzu's senior vice president and chief financial officer, was elected to the board of directors of Isuzu Motors and will return to Japan to take up his new post. He is replaced by Hidehiko Seki, who has been a motor vehicle division manager for C. Itoh & Co.

Jerry O'Connor, previously southwest regional manager, rejoins the headquarters staff as national field operations manager. He takes a post that has been vacant since Bill Miller moved over to corporate operations manager.

Don Bruen and Greg Sedoff switched positions. Bruen is the new regional manager for California. Sedoff becomes manager in the central region. Bob Reilly was named southwest regional manager, replacing O'Connor.

Joe Totaro succeeds Reilly as sales administration manager. Totaro's old post of regional sales manager for California is filled by Tom McDonald. Jim LeVeck becomes distribution manager, replacing McDonald.

Jon Lezon, who has been assistant distribution manager in the southwest region, fills LeVeck's old position as zone sales manager.

Finally, Robert J. McClure, 66, vice president — parts and service, becomes American Isuzu's first employee to retire.

PROFITS

FROM PAGE 1

even more so for 1988 for all of the companies.

Analysts' estimates for 1987 earnings range from $1.5 billion to $3.0 billion for GM and from $2.1 billion to $3.6 billion for Ford. Estimates for Chrysler in 1987 range from just under $1 billion to $1.6 billion.

In 1988, the forecasts vary even more. Estimates for GM earnings range from $1.1 billion to $4.1 billion. For Ford, forecasts range from $2.1 billion to $3.6 billion. And for Chrysler, the range is from just over $500 million to just over $2 billion.

The diverse forecasts relate, in part, to analysts' predictions for the general economy and for the overall vehicle market.

"I'm arbitrarily assuming a recession in 1988," said Ronald Glantz, of Montgomery Securities. His forecasts for 1988 are among the lowest for all three companies.

Other analysts predict the opposite; they expect 1988 to be a better year than 1987. Some predict a recession in 1989; some do not see one at all.

Analysts' views of GM also contribute to the range of projections. Opinions vary widely on GM's ability — or inability — to solve its problems, primarily maintaining market share and cutting costs.

David Healy, of Drexel Burnham Lambert Inc., is the most pessimistic of the analysts on GM. "I've built in a very sharp decline in market share for GM," Healy said.

He said that for the first 10 months of 1986, GM's market share was 42 percent but plummeted in November and December to 34 percent. He expects GM's 1987 market share to be better than the 34 percent — but only slightly better, at about 36 percent.

Healy added that his earnings forecast for 1987 and 1988 would be worse except that he assumes GM will make significant cost cuts and downsize the company to match its smaller market share.

Arvid Jouppi, of Arvid Jouppi & Associates, is the most optimistic on GM for 1987 because he is confident GM will be able to boost its profit margins, which have sagged in recent years.

Arthur G. Davis, of Prescott, Ball & Turben, is the most bullish on GM in 1988 because of what he sees as a strong product line — perhaps "the best in the history of the company" — in a strong 11.5-million-car year.

For the fourth quarter of 1986, the analysis expect GM to report earnings of $550 million, plummeting 56 percent from 1985's fourth-quarter profits of $1.3 billion.

A $2.6 billion GM profit in 1986 would be among GM's worst years in the past decade, despite relatively good economic times.

GM's only years below $2.6 billion — and, in fact, below $1 billion — occurred during the three years of the recession. In one of those years, GM reported a loss. GM's best year on record was 1984 when profits hit $4.5 billion.

Analysts predict AMC will report a fourth-quarter profit of $10 million to $20 million, compared with a loss of $7 million in the year-ago quarter. It would be AMC's first quarterly profit since the fourth quarter of 1984, when the company earned $3.1 million.

The expected fourth-quarter profit would put AMC's 1986 loss between $90 million and $110 million, an improvement from the $125 million loss in 1985.

However, AMC President Joseph Cappy said last week that AMC's fourth quarter profit "is bigger than most analysts are predicting."

Cappy said AMC will lose money in 1987 though the first quarter is looking good. The company expects to make money in 1988.

Analysts predict AMC's 1987 loss will be $22 million to $55 million and 1988's profit will be about $110 million.

FORECAST

FROM PAGE 1

production further in the first quarter but opts for incentives. Costs should be cut in ways other than eliminating incentives, he said.

Domestic automakers' anticipated first-quarter output of 2,141,493 cars is virtually unchanged from last year's first-quarter figure of 2,128,067.

Ford Motor Co. plans to assemble 543,000 units during the quarter, 21.61 percent more than last year's first-quarter total of 446,505. The increase mainly reflects the fact that Taurus and Sable were not yet up to full line speeds last year at this time.

Chrysler Motors' forecast of 306,300 is down 17.98 percent from the 373,481 assembled in the same period last year. The reason for the decrease this year is that the St. Louis (No. 2) plant is down for model changeover.

Honda of America Manufacturing Inc. expects it first-quarter output to reach 87,789, almost double the 45,114 built last year.

Nissan Motor Manufacturing Co., U.S.A., plans 37,632 cars, up 74.89 percent from 21,517.

New United Motor Manufacturing Inc.'s estimate of 55,006 cars is 18.46 percent more than last year's 46,428.

Volkswagen of America has scheduled 27,200 units, up 28.48 percent from 21,169.

American Motors plans to build about 10,500 cars, down 16.35 percent from last year's 12,553.

Corrections

An article about U.S. tax reform in the Jan. 12 Automotive News Extra section should have said that the IRS will impose additional taxes, or tax penalties, if there is under-withholding of taxes as a result of the introduction of the new W-4 tax forms. The story incorrectly said there would be penalties for over-withholding.

Also, the year-end import-car sales totals were reversed in the table published Jan. 12. The correct 1986 import sales total, as revised last week by the car companies, was 3,239,805. The 1985 total was 2,839,168.

DOMESTIC SALES

	Jan. 1-10, 1987	Jan. 1-10, 1986
Renault		
Alliance-Encore	710†	1,300†
AMC	100†	250†
AMERICAN MOTORS	810	1,550
Chrysler	3,064	5,644
Plymouth	4,903	8,127
Dodge	5,218	6,958
CHRYSLER MOTORS	13,185	20,729
Ford	17,030	27,595
Mercury	5,177	9,899
Lincoln	2,128	2,563
FORD MOTOR CO.	24,335	40,057
Buick	10,407	13,976
Cadillac	6,443	5,916
Chevrolet	21,955	41,601
Oldsmobile	15,277	27,332
Pontiac	11,227	18,190
GENERAL MOTORS	65,309	107,015
VOLKSWAGEN	482	1,193
HONDA	2,116	3,167
NISSAN	1,087	1,243
TOYOTA	411	0
U.S. INDUSTRY TOTAL	107,735	174,954

† Estimate

Domestic stockpile cut; imports fatten

By Roger Rowand
AUTOMOTIVE NEWS STAFF REPORTER

The new year opened with stockpiles of domestic cars in the United States at levels well below those of Dec. 1 and Jan. 1, 1986.

The number of domestic cars in dealer hands and in transit on Jan. 1 represented a 58-day supply. That compares with 71 a month earlier and 73 on Jan. 1, 1986.

Stocks of unsold imported cars in the United States continued to climb in December, and on Jan. 1 totaled 473,165 units. That compares with the 455,303 that were in the pipeline on Dec. 1, and 338,315 on Jan. 1, 1986, according to estimates by Automotive News.

The import days' supply remained fairly static, standing at 38 days on Jan. 1, compared with 41 days on Dec. 1 and 43 days on Nov. 1. It was 28 days on Jan. 1, 1986.

Dealers across the country had reported strong sales in the closing days of 1986 as shoppers moved to buy before the loss of tax breaks.

Even as they described the strong sales surge in December, many retailers of domestic vehicles expressed fears January would be depressed because of the strength of the year-ending boomlet.

That lowering in sales has come to pass, as early-January sales reports issued by the domestics attest. The lowered car stockpiles should be welcomed by the retailing community with its floorplanning commitments and by manufacturing entities, some of which are playing a balancing act of plant closings and retail deliveries.

As of Jan. 1, domestic cars in stock totaled 1,506,557 units, a 58-day supply, compared with 1,531,295 units, a 71-day supply, on Dec. 1. On Jan. 1, 1986, there were 1,629,649 units, a 73-day stockpile.

General Motors cars made up the lion's share of the domestic inventory as January opened. They comprised 59.81 percent of the total. Next came Ford Motor Co. with 21.46 percent. Chrysler Motors cars accounted for 14.55 percent of the total; Volkswagen, 1.15 percent; and American Motors, 1.13 percent. Nissan's U.S.-built cars made up 1.16 percent of the domestically built car stock, Toyota, 0.47 percent, and Honda, 0.27 percent, according to Automotive News estimates.

By size class, the Jan. 1 domestic inventory showed: intermediate, 33.80 percent; compact, 23.54 percent; subcompact, 19.88 percent; standard, 12.81 percent, and luxury, 9.97 percent.

IMPORT DAYS' SUPPLIES

	Jan. 1, 1987	Dec. 1, 1986	Jan. 1, 1986
Spectrum	89	124	191
Sprint	131	148	89
Chevrolet	102	133	138
Chrysler Corp.	84	113	52
Acura	38	25	0
Honda	4	5	5
Isuzu	71	46	107
Mazda	31	45	13
Mitsubishi	64	61	31
Nissan	66	65	0
Subaru	49	50	25
Toyota	12	16	11
JAPAN	36	39	19
Audi	134	120	63
BMW	50	57	62
Mercedes-Benz	13	27	19
Merkur	127	163	107
Porsche	43	31	56
VW	66	91	63
GERMANY	51	66	57
Alfa Romeo	60	34	111
Hyundai	16	23	0
Jaguar	8	22	3
Peugeot	59	62	103
Renault	0	92	263
Saab	44	35	47
Volvo	274	48	120
Yugo	32	36	24
Other Countries	38	33	68
Total Import Cars	38	41	28
Isuzu	76	78	65
Mazda	42	47	21
Mitsubishi	83	64	54
Nissan*	62	97	58
Suzuki	19	25	0
Toyota	34	36	23
Chrysler	69	55	61
Total Import Trucks	53	56	38
Total Imp. Vehicles	42	45	30

*Includes domestic trucks.

The inventory of imported trucks in this country rose in December to 202,207 units on Jan. 1, against 194,033 on Dec. 1 and 102,664 on Jan. 1, 1986.

Truck stock stood at 53 days on Jan. 1, compared with 56 days a month before and a 38-day-supply on Jan. 1, 1986.

The Jan. 1 combined imported-vehicle inventory was estimated at 675,372, compared to 649,336 on Dec. 1 and 440,979 on Jan. 1, 1986. The Volvo days-supply figure of 274 is artificially high. December sales were low because Volvo turned off its computers Dec. 19 amd received no sales reports from the field until early January.

As of Jan. 1, combined stocks of imported cars and trucks represented a 42-day supply, compared with a 45-day supply on Dec. 1 and a 30-day supply on Jan. 1, 1986.

Days' supplies are based on selling days, excluding Sundays and holidays.

This is how imported-car inventories were shared by nation of origin on Jan. 1: Japan, 69.14 percent; West Germany, 18.29 percent; other countries, 12.57.

Year opens with 38% sales drop; all domestic makers share in dip

By Roger Rowand
AUTOMOTIVE NEWS STAFF REPORTER

Sales of U.S.-built cars fell 38.42 percent from the year-earlier level in the first 10 days of January.

A significant year-to-year falloff had been expected, however, because of a one-time surge in buying late in December. That rise in retail deliveries was due, in large part, to buyers taking tax advantages that were to disappear at the end of the year, dealers across the country said.

The decline in the opening sales period of 1987 was shared by all the major domestic makers and the foreign companies operating assembly plants in the United States.

Volkswagen of America suffered the biggest dip with a decline of 59.59 percent. American Motors had a drop of 47.74 percent, and sales for Ford Motor Co. fell 39.24 percent.

General Motors' sales were down 38.97 percent. Chrysler Corp. recorded a decline of 36.39 percent from year-before levels, and American Honda fell 33.18 percent. Nissan Motor Corp. in U.S.A. saw sales dip 12.55 percent. Toyota Motor Sales, U.S.A., was not selling U.S.-made cars in the 1986 period.

DOMESTIC DAYS' SUPPLIES

	Jan. 1, 1987	Dec. 1, 1986	Jan. 1, 1986
Alliance	112	133	130
Encore	0	0	172
Total Renault	112	133	142
Eagle	46	51	102
Total AMC	46	51	102
AMERICAN MOTORS	102	120	137
Horizon	50	49	85
Sundance	76	57	0
Turismo	99	199	86
Reliant	45	78	57
Caravelle	46	60	91
Plymouth	57	103	104
Total Plymouth	56	70	72
Laser	135	189	113
LeBaron K	43	52	102
LeBaron J	89	0	0
LeBaron GTS	83	115	89
Fifth Avenue	70	106	46
New Yorker	79	92	69
Total Chrysler	72	85	80
Omni	50	51	75
Shadow	51	44	0
Charger	159	172	83
Daytona	133	145	75
Aries	44	60	63
Lancer	119	133	119
Diplomat	89	86	77
Dodge 600	57	61	102
Total Dodge	62	68	81
CHRYSLER MOTORS	62	75	78
EXP	0	0	0
Escort	46	62	26
Mustang	46	60	79
Tempo	57	76	53
Taurus	33	52	45
Thunderbird	40	62	75
LTD	0	0	78
Crown Victoria	41	59	69
Total Ford Division	43	61	51
Lynx	61	81	45
Topaz	58	74	46
Sable	42	50	30
Cougar	33	82	76
Capri	5	133	140
Marquis	0	0	84
Grand Marquis	27	45	61
Total Mercury	41	59	61
Continental	21	37	47
Lincoln	19	39	32
Mark VII	36	52	42
Total Lincoln	22	41	36
Total L-M Division	34	53	54
FORD MOTOR CO.	40	58	52
Skyhawk	131	158	82
Skylark	0	0	0
Somerset Regal	124	163	130
Century	59	78	99
Regal	102	136	168
LeSabre	74	103	81
Electra	66	67	108
Riviera	97	85	68
Total Buick	81	102	107
Cimarron	78	108	52
Seville	65	51	64
Cadillac	56	66	54
Eldorado	89	89	61
Total Cadillac	60	68	55
Chevette	53	63	64
Nova	143	146	93
Cavalier	92	113	49
Citation	0	0	78
Camaro	132	143	105
Celebrity	49	62	69
Corsica/Beretta	11	23	0
Monte Carlo	99	114	111
Chevrolet	68	81	98
Corvette	80	89	105
Total Chevrolet	73	88	75
Firenza	163	146	91
Calais	83	76	132
Cutlass Ciera	51	58	84
Cutlass Supreme	99	92	110
Olds 88	59	61	66
Olds 98	77	87	65
Toronado	115	62	85
Total Oldsmobile	70	72	88
Fiero	148	174	163
1000	121	174	115
Sunbird	105	133	60
Firebird	80	114	88
Grand Am	33	43	37
6000	59	66	81
Bonn./Gr. Prix	125	132	90
Grand Prix	0	0	126
Parisienne/Bonn.	74	79	136
Total Pontiac	89	82	84
GENERAL MOTORS	72	84	83
VOLKSWAGEN	81	86	82
HONDA	4	5	7
NISSAN	54	58	20
TOYOTA*	44	0	0
DOMESTIC TOTAL	58	71	73
Subcompact	57	59	59
Compact	71	94	66
Intermediate	54	66	88
Standard	57	72	84
Luxury	53	66	62

*Estimated

AUCTION DATES

American Motors

Jan. 20 — Aptco Auto Auction, Taylor, Mich.

Jan. 21 — Minneapolis Auto Auction, Plymouth, Minn.

Jan. 22 — Kansas City Auto Auction, Kansas City, Mo.; Evansville Auto Auction, Evansville, Ind.; and Todd Auto Auction, Telford, Pa.

Chrysler Corp.

Jan. 20 — Hatfield Auto Auction, Hatfield, Pa.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; and Golden Gate Auto Auction, Fremont, Calif.

Jan. 21 — Butler Auto Auction, Gibsonia, Pa.; Columbus Fair Auto Auction, Obetz, Ohio; Minneapolis Auto Auction, Plymouth, Minn.; and Southwest Auto Auction, Phoenix, Ariz.

Ford Motor Co.

Jan. 21 — Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

Jan. 22 — Aptco Auto Auction, Taylor, Mich.; Denver Auto Auction, Englewood, Colo.; Skyline Auto Exchange, Fairfield, N.J.; and 166 Auto Auction, Springfield, Mo.

General Motors

Jan. 20 — Southern Auto Auction, E. Windsor, Conn.; Dallas Auto Auction, Dallas, Texas; and South Seattle Auto Auction, Kent, Wash.

Jan. 21 — Atlanta Auto Auction, Red Oak, Ga., and Clanton's Auto Auction, Darlington, S.C.

Jan. 22 — Arena Auto Auction, Chicago; Ohio Auto Auction, Grove City, Ohio; and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Used Car Sales
Auction Averages

January to date	$5,878
Month ago	$5,146
Year ago	$4,763

Model Breakdown
Auction Averages

	JAN 1987	DEC 1986	NOV 1986
1987	$17,892	$ 00	$ 00
1986	$13,782	$11,149	$11,299
1985	$7,162	$8,144	$8,286
1984	$5,930	$6,142	$6,186
1983	$5,158	$5,386	$5,420
1982	$3,721	$4,141	$4,190
1981	$2,928	$3,177	$3,244
1980	$2,087	$2,349	$2,387
Overall Average	$5,878	$5,129	$5,181

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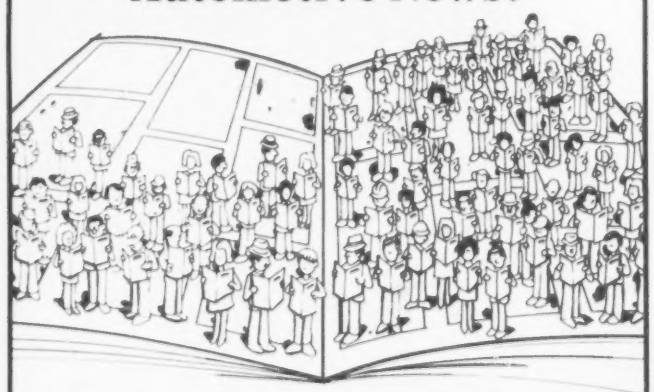

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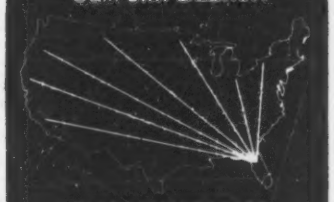

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SURVEYS

FROM PAGE 3

and take their business elsewhere to prove it.

The "walk" rates are highest at Honda, Porsche, Toyota, Mazda and BMW dealerships, according to Power.

The firm said that the makes with sales forces least likely to drive customers away are Lincoln, Mercury, Alfa Romeo and Dodge.

Only 62 percent of new-vehicle buyers in 1985 purchased from the dealer nearest their home, according to data collected by Power for its 1986 Customer Satisfaction Index.

Customers buying from less-convenient dealerships cited too-high prices as the leading factor (18 percent). But the second largest group giving a reason listed a turn-off by sales personnel (10.2 percent).

Projecting the Power data against 1986 new-car sales, more than one million purchasers bought from a different dealer because they were offended by sales personnel.

The study found that import dealerships have the worst record, and the customers most likely to walk are younger, better-educated and more demanding.

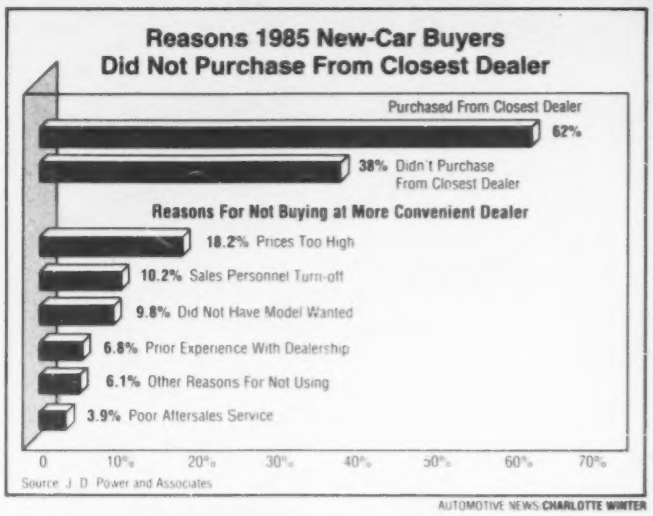
The report said that rude, pushy or unresponsive salespeople are most likely to be found at import dealerships where low inventories have led many salespeople to adopt a take-it-or-leave-it attitude.

Nine of the 10 makes with sales personnel most likely to cause customers to go to other dealerships are Japanese or German, according to Power.

There are exceptions. Mitsubishi and Isuzu were below industry average. And while Lincoln and Mercury had the best customer retention, Merkur, the Ford of Europe import sold by L-M dealers, was the sixth-worst despite sales far below initial expectations.

The Power data showed that males under 35 are most likely to walk because of sales personnel (14.4 percent), followed by men between 35 and 54 (13.7 percent), women under 35 (12.5 percent) and women 35 to 54 (12 percent).

Least likely to walk out because of sales personnel are women over 55 (5.7 percent) and men over 55 (9.7 percent), Power said.



AUTOMOTIVE NEWS CHARLOTTE WINTER

RECALL

FROM PAGE 1

juries, according to the Center for Auto Safety.

Audi initially had balked at NHTSA's Dec. 23 request for a statutory recall to fix the cars, but last week reversed itself.

Under the recall action, dealers will replace defective idle-speed stabilizers and install a shift-lock device designed to prevent the car's automatic transmission from being taken out of park unless the driver engages the brakes. Audi also will make a diagnostic check on systems associated with the idle speed stabilizer.

The importer had been installing shift locks and new idle speed stabilizers free under a service action, but this marks the first time a formal recall has been launched. Through the service actions, Audi has installed 70,000 shift locks. About 36,000 of the 60,000 affected 1985-86 model 5000s have received new idle-stabilization valves.

The company also will renotify owners of 1978-83 5000s, subjects of two previous recalls, to bring their cars in for adjustment of the brake pedal positioning and correction of a design flaw that could cause the carpeting to interfere with the accelerator.

Audi said it would go beyond the normal recall procedure of notifying 5000 owners by mail, launching a special telephone campaign to try to ensure that owners bring their cars back to dealers.

Audi also will conduct a follow-up campaign to see if customers are satisfied with repairs.

"We want to make sure to do everything we possibly can to make this the best recall in history and get the maximum number of people to come in," said John B. Damoose, Volkswagen of America's vice president in charge of Audi.

Audi said it hoped it would get a record response to the recall from owners. Generally, the industry gets about a 50-60 percent participation in a recall, Audi said.

NHTSA head Diane K. Steed said in an interview that she was pleased with Audi's decision to recall the 5000s.

"It appears that Audi is addressing all the known plausible causes of sudden acceleration," Steed said. "We fully expect the recall to reduce the number of sudden acceleration incidents."

NHTSA is continuing its investigation of the Audi 5000, but Steed said the agency probably would wait to see if the recall was effective before issuing its report.

The Center for Auto Safety argued that the recall would not solve the sudden acceleration problem. Audi should be forced to buy back the cars, the center said.

"We are dissatisfied with the recall, because the shift lock has been tried and it failed," said Clarence Ditlow, head of the safety center. "It can only doom more Americans to death and injury."

Ditlow said the center had six reports of sudden acceleration in cars equipped with shift locks. Audi has said that in those cases, the devices were installed improperly.

Damoose said there have been no reports of sudden acceleration in 1987 model 5000s, which have the shift lock as standard equipment.

Audi said it would not buy back the 250,000 1978-86 5000 models.

This week, Audi will begin a new print advertising campaign to help promote the shift lock and polish the 5000's image.

"We will do an ad specifically to sell the shift lock and urge its installation," Damoose said in an interview.

Audi currently is conducting a week-long series of one-on-one interviews between media representatives and Damoose in 15 cities around the country, in an effort to explain its recall action. The interviews are taking the place of a general press briefing Audi had scheduled for Jan. 16.

The decision to recall the cars is not a reversal in Audi's position on sudden acceleration, Damoose said.

"I don't think this is as much of a 180-degree turnaround of our position as much as it is 180 degrees from what people interpreted our position to be," Damoose said. "That's probably reflective of bad communication on our part.

"I guess if there is anything from a communications standpoint that we have to overcome, it's the interpretation by the public that we didn't care about our customers or that we were accusing them of making errors."

The unfavorable publicity surrounding the 5000 has had a major impact on sales during the past two months, Damoose admitted.

"Sales were impacted severely in December," he said. "It's hard to tell so far in January, because the industry is down so much due to the (December) payback period."

Some dealers reported a 30-80 percent drop in the sales of 5000 models during the past two months.

"December was not a killer month," said Rick Lamb, sales manager of Downtown Porsche-Audi, Los Angeles.

But some dealers said sales had actually increased.

"Ever since that story on (CBS News') '60 Minutes,' my sales have doubled," said Ernie Bartels, general sales manager for Green-On-Dirksen Porsche-Audi-Volkswagen, Springfield, Ill. "It's totally absurd. I'd like to see them run that '60 Minutes' piece again."

Washington group honors bureau chief Kahn

WASHINGTON — The Washington Automotive Press Association has selected Helen Kahn, Automotive News Washington bureau chief, as its person of the year for 1987.

The inaugural award was given to Kahn during a Jan. 8 dinner marking the first anniversary of the group.

PRODUCTION

Week's car output up

By Kathy Barbaglia
AUTOMOTIVE NEWS STAFF REPORTER

Last week's scheduled domestic auto production totaled 156,749, up 11.51 percent over the previous week's 140,567 but down 7.65 percent from the year-ago week's 169,728.

So far this year, 297,316 cars have been assembled, 26.74 percent below the 405,852 completed last year at this point.

Last week's targeted output was shared as follows: General Motors, 47.48 percent; Ford Motor Co., 27.35 percent; Chrysler Motors, 13.72 percent; Honda of America Manufacturing Inc., 4.67 percent; New United Motor Manufacturing Inc., 2.68 percent; Nissan Motor Manufacturing Co., U.S.A., 1.86 percent; Volkswagen of America, 1.28 percent; and American Motors, 0.96 percent.

AMC's Kenosha, Wis., plant resumed output last week (Jan. 12). The plant had been idle for inventory adjustment.

Volkswagen's plant in Westmoreland, Pa., also resumed production last week after being down for inventory adjustment.

The following GM plants were idle last week to reduce inventory and are scheduled to resume output today: Flint, Mich.; Fairfax, Kan.; Pontiac, Mich. (Fiero and G-cars); Norwood, Ohio; and Van Nuys, Calif.

GM's Lordstown, Ohio, plant remains down until Jan. 26 for inventory adjustment.

The GM Arlington, Texas, plant remains idle for installation of paint equipment. The plant is slated to resume production Jan. 16.

On Feb. 16, GM will reduce production at its Leeds, Mo., plant from two shifts at about 56 cars per hour to one shift at approximately 56 units per hour, affecting 2,000 workers.

The Leeds facility assembles the Buick Skyhawk, Oldsmobile Firenza and Chevrolet Cavalier. GM said the cutback is necessary to balance production schedules with inventories.

Ford slated Saturday (Jan. 17) overtime at its plant in Atlanta.

Chrysler's Belvidere, Ill.; Newark, Del.; and Sterling Heights, Mich., plants were scheduled for overtime Saturday and are also slated for daily overtime this week (Jan. 19).

Truck production rises to 77,657

U.S. truckmakers targeted production of 77,657 units last week, 4.46 percent more than the previous week's 74,342 and 8.43 percent more than the year-ago week's 71,619.

Year-to-date, 151,999 trucks have been built, 9.49 percent below the 167,938 completed last year at this time.

General Motors slated overtime last Saturday (Jan. 17) at its Detroit plant.

Ford Motor Co.'s Norfolk, Va., and Twin Cities, Minn., plants were scheduled for overtime Saturday.

Car-truck build rises in Canada

Last week, Canadian automakers estimated production at 17,210 units, 2.35 percent more than the previous week's 16,815 but 16.02 percent below the year-ago week's 20,494.

So far this year, 34,025 cars have been built, 25.85 percent below the 45,888 assembled last year at this time.

Truck production was scheduled at 16,175 units last week, 1.77 percent more than the previous week's 15,894 but 12.85 percent below the year-ago week's 18,561.

General Motors' Ste. Therese, Quebec, plant is expected to resume output today (Jan. 19). The plant had been idle for two weeks for inventory adjustment.

CANADIAN CAR	Week Ended Jan. 17, 1987	Week Ended Jan. 18, 1986	Week Ended Jan. 10, 1986	Jan. to Date	Jan. 1 to Jan. 18, 1986	Jan. 1 to Jan. 17, 1987
AMERICAN MOTORS	150	410	150	300	807	300
FORD MOTOR	11,160	11,562	11,038	22,198	27,048	22,198
GENERAL MOTORS	5,600	8,301	5,310	10,910	17,517	10,910
HONDA	75	0	69	144	0	144
VOLVO	225	221	248	473	516	473
Total Cars, Canada	17,210	20,494	16,815	34,025	45,888	34,025

U.S. TRUCK☆	Week Ended Jan. 17, 1987	Week Ended Jan. 18, 1986	Week Ended Jan. 10, 1986	Jan. to Date	Jan. 1 to Jan. 18, 1986	Jan. 1 to Jan. 17, 1987
CHEVROLET	22,507	25,580	22,186	44,693	59,772	44,693
DODGE	4,000	0	3,866	7,866	0	7,866
FORD	33,306	29,003	31,973	65,279	67,313	65,279
GMC	7,683	7,135	6,889	14,572	17,949	14,572
NAVISTAR	1,606	1,498	1,469	3,075	3,472	3,075
JEEP	4,475	5,902	3,854	8,329	13,732	8,329
NISSAN	1,730	451	1,755	3,485	578	3,485
AM GENERAL*	50	50	50	100	122	100
MISCELLANEOUS*	2,300	2,000	2,300	4,600	5,000	4,600
Total Trucks, U.S.	77,657	71,611	74,342	151,999	167,938	151,999

CANADIAN TRUCK	Week Ended Jan. 17, 1987	Week Ended Jan. 18, 1986	Week Ended Jan. 10, 1986	Jan. to Date	Jan. 1 to Jan. 18, 1986	Jan. 1 to Jan. 17, 1987
AMERICAN MOTORS	625	0	608	1,233	0	1,233
CHRYSLER	8,964	8,778	9,113	18,077	21,787	18,077
FORD	3,496	3,604	3,233	6,729	8,436	6,729
GENERAL MOTORS	2,891	6,010	2,738	5,629	13,533	5,629
NAVISTAR	199	169	202	401	394	401
Total Trucks, Canada	16,175	18,561	15,894	32,069	44,150	32,069
N. American Trucks	93,832	90,180	90,236	184,068	212,088	184,068

☆—Includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

U.S. CAR	Week Ended Jan. 17, 1987	Week Ended Jan. 18, 1986	Week Ended Jan. 10, 1987	Jan. to Date	Jan. 1 to Jan. 18, 1986	Jan. 1 to Jan. 17, 1987
AMERICAN MOTORS	1,500	0	0	1,500	0	1,500
Renault Total	1,500	0	0	1,500	0	1,500
Alliance	1,500	0	0	1,500	0	1,500
Encore	0	0	0	0	0	0
CHRYSLER MOTORS	21,500	29,631	22,519	44,019	72,789	44,019
Plymouth Total	8,300	8,384	8,582	16,882	21,106	16,882
Horizon	3,200	3,097	3,393	6,593	7,964	6,593
Sundance	1,500	0	1,960	3,460	0	3,460
Reliant	2,700	3,859	2,355	5,055	9,516	5,055
Caravelle	900	1,242	874	1,774	3,151	1,774
Gran Fury	0	186	0	0	475	0
Chrysler Total	4,200	10,834	4,691	8,891	26,098	8,891
Laser	0	1,052	0	0	2,469	0
LeBaron K	1,400	2,658	1,598	2,998	6,437	2,998
LeBaron J	1,000	0	1,070	2,070	0	2,070
LeBaron GTS	500	2,466	741	1,241	5,448	1,241
New Yorker/E-Class	1,300	1,489	1,282	2,582	3,813	2,582
Fifth Avenue	0	3,169	0	0	7,931	0
Dodge Total	9,000	10,413	9,246	18,246	25,585	18,246
Daytona	500	1,025	543	1,043	2,505	1,043
Omni	3,000	3,123	2,973	5,973	7,774	5,973
Shadow	1,500	0	1,774	3,274	0	3,274
Aries	2,700	2,101	2,411	5,111	5,702	5,111
Dodge 600	900	1,706	902	1,802	4,064	1,802
Lancer	400	2,048	643	1,043	4,371	1,043
Diplomat	0	410	0	0	1,169	0
FORD MOTOR	42,865	34,007	40,508	83,373	78,495	83,373
Ford Division	29,456	23,101	27,565	57,021	52,891	57,021
Escort	8,033	8,258	7,210	15,243	18,466	15,243
Mustang	4,214	4,209	4,589	8,803	9,362	8,803
Tempo	4,146	4,040	3,956	8,102	10,022	8,102
Taurus	10,717	2,939	9,332	20,049	6,459	20,049
Thunderbird	2,346	3,655	2,478	4,824	8,582	4,824
L-M Division	13,409	10,906	12,943	26,352	25,604	26,352
Mercury Total	9,343	7,221	9,029	18,372	17,069	18,372
Lynx	1,362	1,620	1,246	2,608	3,637	2,608
Capri	0	381	0	0	1,286	0
Topaz	1,381	1,350	1,281	2,662	3,382	2,662
Cougar	3,483	2,419	3,725	7,208	5,553	7,208
Sable	3,117	1,451	2,777	5,894	3,211	5,894
Lincoln Total	4,066	3,685	3,914	7,980	8,535	7,980
Continental	407	410	391	798	1,080	798
Lincoln	3,048	2,765	2,935	5,983	6,406	5,983
Mark VII	611	510	588	1,199	1,049	1,199
GENERAL MOTORS	74,449	96,419	63,844	138,293	231,272	138,293
Buick Total	14,656	17,019	12,069	26,725	41,686	26,725
Skyhawk	2,235	1,937	0	2,235	4,544	2,235
Century	4,441	5,958	4,648	9,089	15,123	9,089
Regal	0	1,168	0	0	1,745	0
Somerset/Skylark	2,225	1,998	2,191	4,416	5,127	4,416
LeSabre (fwd)	2,269	1,526	2,679	4,948	3,029	4,948
LeSabre/Electra(rwd)	0	205	1,773	1,773	583	1,773
Electra(fwd)	2,618	3,908	0	2,618	10,734	2,618
Riviera	868	319	778	1,646	801	1,646
Cadillac Total	7,841	5,659	6,127	13,968	12,386	13,968
Cimarron	548	483	632	1,180	1,011	1,180
Allante	50	0	28	78	0	78
Brougham (rwd)	1,680	899	1,667	3,347	1,354	3,347
DeVille (fwd)	3,907	3,652	2,527	6,434	8,153	6,434
Eldorado	499	371	486	985	1,099	985
Seville	1,157	254	787	1,944	779	1,944
Chevrolet Total	22,506	34,417	20,794	43,300	83,592	43,300
Chevette	0	2,643	0	0	6,717	0
Camaro	0	4,953	0	0	11,785	0
Cavalier	8,144	9,243	7,448	15,592	23,217	15,592
Celebrity	8,520	5,869	8,293	16,813	14,625	16,813
Corsica/Beretta	3,762	0	2,930	6,692	0	6,692
Monte Carlo	0	2,725	0	0	6,506	0
Chevrolet	1,440	8,964	1,477	2,917	20,742	2,917
Corvette	640	0	646	1,286	0	1,286
Oldsmobile Total	16,084	23,266	11,669	27,753	57,047	27,753
Firenza	1,195	954	0	1,195	2,494	1,195
Calais	2,575	3,059	2,379	4,954	7,340	4,954
Cutlass Ciera	4,245	6,649	4,275	8,520	18,070	8,520
Cutlass Supreme	0	4,659	0	0	10,324	0
88 (fwd)	5,157	4,070	2,701	7,858	9,449	7,858
88 (rwd)	480	510	453	933	1,909	933
Olds 98	1,811	3,137	1,310	3,121	6,726	3,121
Toronado	621	228	551	1,172	733	1,172
Pontiac Total	13,362	16,058	13,185	26,547	36,561	26,547
Acadian*	0	316	0	0	219	0
Fiero	0	0	0	0	0	0
1000	0	727	0	0	1,313	0
Firebird	0	2,559	0	0	6,385	0
2000 Sunbird	2,818	3,126	2,839	5,657	6,784	5,657
Grand Am	5,210	4,719	5,125	10,335	10,028	10,335
6000	1,934	2,604	1,910	3,844	6,065	3,844
Bonneville	3,400	0	3,311	6,711	0	6,711
Safari/Parisienne	0	2,007	0	0	5,767	0
HONDA	7,315	3,832	6,839	14,154	8,712	14,154
Civic	3,045	0	2,481	5,526	0	5,526
Accord	4,270	3,832	4,358	8,628	8,712	8,628
NISSAN	2,920	1,791	2,927	5,847	4,879	5,847
NUMMI	4,200	1,900	3,930	8,130	4,200	8,130
Corolla	1,100	0	919	2,019	0	2,019
Nova	3,100	1,900	3,011	6,111	4,200	6,111
VOLKSWAGEN	2,000	2,148	0	2,000	5,505	2,000
Golf/GTI	250	2,148	0	250	5,505	250
Jetta	1,750	0	0	1,750	0	1,750
Total Cars, U.S.	156,749	169,728	140,567	297,316	405,852	297,316
Total Cars, Canada	17,210	20,494	16,815	34,025	45,888	34,025
N. American Cars	173,959	190,222	157,382	331,341	451,740	331,341
N. American Trucks	93,832	90,180	90,236	184,068	212,088	184,068
North American Cars and Trucks	267,791	280,402	247,618	515,409	663,828	515,409

*—All Acadians are built for GM in Canada.
Monthly estimates may contain error of one or two units due to rounding.

State money sought for AMC Kenosha

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

KENOSHA, Wis. — American Motors has asked the state of Wisconsin for $200 million in loan guarantees to renovate its Kenosha plant for building Chrysler Motors subcompacts and new Jeeps.

During a press conference at city hall here last Monday, AMC President Joseph Cappy and newly elected Wisconsin Gov. Tommy Thompson said they are "cautiously close" to signing an agreement wherein the state would fund about 80 percent of the $250 million needed to renovate the 85-year-old plant.

The loan guarantees, if approved by the Wisconsin House by Jan. 25, would mean new life for the Kenosha plant. AMC has discussed ending Renault Alliance production in 1989. After that, Cappy said, only the stamping and engine plant workers would remain without renovation.

The $250 million price tag does not include training costs or new equipment for the plant.

The renovation is contingent upon a lower-cost labor contract with UAW Local 72 by Chrysler's Jan. 30 deadline to find a new production site for its Dodge Omni and Plymouth Horizon. Those cars are being moved out of Chrysler's Belvidere, Ill., plant in March. Chrysler officials have said they will either build the Omni-Horizon in Kenosha or discontinue the models altogether.

AMC already has a 2½-year contract to build Chrysler M-body luxury cars in Kenosha beginning in late February.

UAW Local 72 President Rudy Kuzel said he is still unwilling to reopen the contract, which was modified last spring to win the Chrysler M-car contract.

Union officials from both the International UAW and Local 72 met with Thompson and state officials last week to discuss opening the contract. However, nothing was agreed upon during the meeting.

Kuzel expects the international union to request a membership vote in Kenosha in the next two weeks, however he said AMC must disclose what changes it wants in the agreement before a vote.

Cappy said AMC is looking to modify both the economic and working agreements of the 1985 Kenosha contract.

"We've got a contract in Kenosha that is competitive to what General Motors has now but is not competitive with what Mazda has in Flat Rock (Mich.) or what NUMMI (New United Motor Manufacturing Inc.) has," Cappy told Automotive News last week. He would not specify what concessions the company is seeking.

Under the AMC proposal, the automaker would build Alliance, Chrysler M-cars and Omni-Horizon at its lakefront and main plants in Kenosha. The renovated Kenosha plant could add about 6,500 AMC jobs and 9,500 spin-off jobs, according to Cappy.

Meanwhile AMC is continuing to negotiate with Chrysler to build 150,000 to 200,000 Omni-Horizon units annually in Kenosha over a five-year period. If an agreement is signed before Jan. 30, AMC could begin building the Chrysler subcompacts this fall.